Kodak Customer Service Series

NOV 68

Kodak

PHOTO CAT-BOX

INSTAMATIC®

704 & 804 CAMERAS

INSTANT-LOAD, PRECISION AUTOMATICS

- **INSTANT LOADING**—drop film cartridge in. No threading, no fumbling, no rewinding.
- **POP ON FLASHCUBE**—you're always ready to take four flash shots without changing bulbs.
- **AUTOMATIC FLASH EXPOSURE CONTROL**—sets correct exposure for each flash shot as you focus.
- **ELECTRIC EYE**—sets exposure automatically for your daylight pictures to give you a clear shot every shot.
- **CHOICE OF** automatic film advance or single-stroke lever wind; coupled rangefinder or zone focusing.

MOST AUTOMATIC OF ALL: THE INSTAMATIC 804 CAMERA

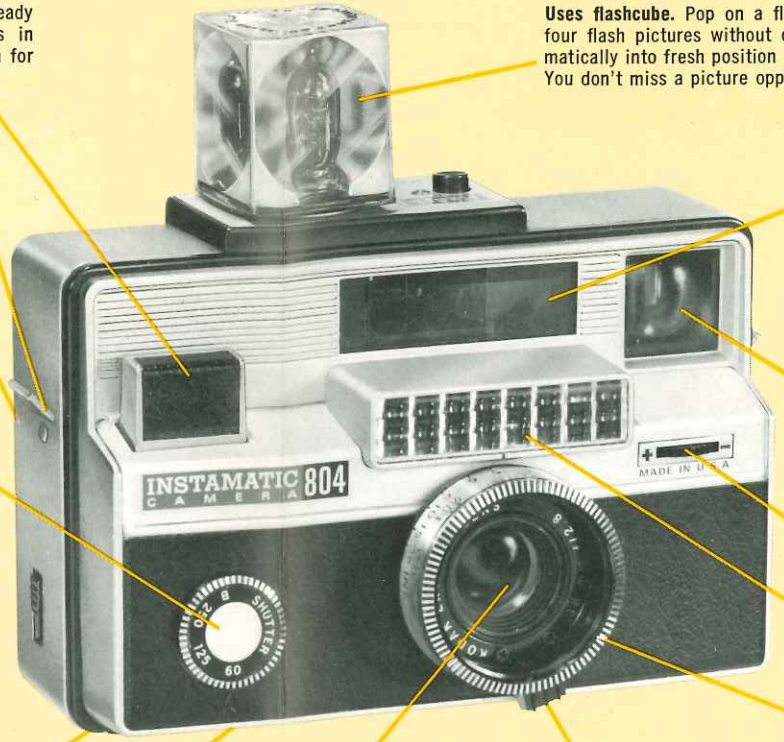
Easy-to-use shutter. For steady pictures, shutter release is in easy-to-find, natural position for your index finger.

Easy-to-wear. With the adjustable neck strap, you can comfortably wear the "804" using convenient neck strap eyelets.

Instant, automatic loading. Gives you the quickest, surest loading ever . . . you just drop the film cartridge in . . . and drop it out when you finish shooting. There's no fumbling, no threading, no rewinding.

Versatile shutter. Lets you shoot fast action outdoors and in available light with speeds of 1/60, 1/125, and 1/250 second. If you set the shutter speed too fast for existing light, the "804" automatically reduces speed after lens reaches f/2.8. Also, there's "B" setting for long exposures.

Automatic film advance. You're always ready for the next shot. Concealed pull-tape winds up spring motor, to provide power for entire 20-exposure cartridge. Power positions first frame, advances film after each shot.



Uses flashcube. Pop on a flashcube and you're instantly ready for four flash pictures without changing bulbs. Flashcube rotates automatically into fresh position after each shot. You don't fumble bulbs. You don't miss a picture opportunity while changing bulbs.

Precise focusing. There's no distance guessing with this focus-coupled rangefinder. Its two images, when superimposed in the viewfinder, indicate automatically that your picture is sharply focused.

Big, clear viewfinder. Eye-level, projected-frame viewfinder gives large, clear image. Automatic illuminated signals warn you when to use flash and when flashcube is in shooting position and ready.

Finger-tip control. Gives you extra control for those unusual subjects . . . a touch of your finger sets this plus-or-minus exposure compensator.

Automatic exposure. Sensitive, accurate electric eye automatically sets correct exposure for your outdoor shots.

Automatic flash exposure. Gives you correctly exposed flash shots without calculations. As you focus, the lens aperture sets itself for correct exposure.

Tripod socket. Permits mounting camera for maximum steadiness.

Ultra-fast lens. For your fast-action and dim-light shots, here's an f/2.8, color-corrected lens with all the speed you need.

Rapid focusing. A simple turn of this convenient knob focuses the lens and aligns the rangefinder. Mount also has footage scale, and quick-action zone settings for extra convenience.

HIGH CAPABILITY AT LOWER COST: THE INSTAMATIC 704 CAMERA

Almost identical in appearance to the "804," the KODAK INSTAMATIC 704 Camera retains many automatic, versatile controls of the "804"—and offers two special features for quick film advance and viewfinder focusing.

Like the "804," this lower-priced INSTAMATIC Camera automatically handles all picture situations:

- Gives you high capability—with ultra-fast f/2.8 lens and high-speed shutter for fast-action subjects.
- Sets daylight exposures for you—electric eye provides correct lens opening for any shutter speed in your daylight shooting.
- Sets flash exposure for you—as you focus for your flash pictures.
- Gives you operating convenience—with no-delay, no-fumble, instant cartridge loading and pop-on flashcube . . . with automatic illuminated signal in viewfinder to warn you when to use flash . . . and double-exposure prevention.

In addition to these features, the INSTAMATIC 704 Camera provides two special refinements for picture-taking speed and ease:

- The "704" lets you advance your film rapidly with a single stroke of a thumb-lever. There are no numbers to watch. The film stops at the right point, automatically.
- The "704" lets you focus quickly and accurately. Symbols in the viewfinder tell you immediately if you're focused for "Close-up," "Group," or "Scene." For very precise focusing, an exact footage scale is on the lens mount.

Here's how the KODAK INSTAMATIC 804 Camera does practically everything for you—*automatically*

- **Automatically** loads without threading or fumbling. You just drop film in.
- **Automatically** shows which film you're using.
- **Automatically** adjusts for film speed when you load the camera.
- **Automatically** advances film for you after each exposure and positions each frame.
- **Automatically** shows how many shots you have taken.
- **Automatically** winds off trailer after you complete your shooting.
- **Automatically** gives you picture-taking safety by preventing double exposures.
- **Automatically** adjusts ultra-fast f/2.8 lens for proper exposure in existing light.
- **Automatically** slows down the shutter when the light is too dim for the shutter speed you selected.
- **Automatically** warns you when flash is needed for correct exposure and indicates when flashcube is in position.
- **Automatically** switches to flash speed when you pop on the flashcube.
- **Automatically** gives you four flash shots—quickly and efficiently—without changing bulbs.
- **Automatically** sets correct flash exposure as you focus.
- **Automatically** compensates for daylight when using flash outdoors.
- **Automatically** returns to electric-eye exposure control for daylight shots when you pop off flashcube.
- **Automatically** indicates quickly and precisely by rangefinder when your focus is correct.

"THE 804"

most automatic of all the

KODAK INSTAMATIC Cameras

The KODAK INSTAMATIC 804 Camera

is a new type of automatic camera. It's the complete automatic—a camera that does the mechanical work and leaves you free to concentrate on your subject.

- It loads instantly. Just drop the film cartridge in.
- Its automatic film setting adjusts for film speed after you drop in the cartridge and close the camera.
- It advances the film automatically—gives you 20 shots with one winding of a concealed spring motor, and keeps you ready for the next shot.
- Its sensitive electric eye sets correct exposure automatically for your daylight shots.
- Its precise, coupled rangefinder gives you quick, accurate focusing for sharp shots without guesswork.
- Its precision flashcube pops on easily and rotates automatically for your next flash picture.
- Its automatic illuminated signals tell you when flash is needed and when the flashcube is in shooting position and ready.
- Its automatic flash control adjusts for correct flash exposure as you focus.
- Its ultra-fast f/2.8 lens, "B" setting for long exposures, and fast-action shutter to 1/250 second handle a wide range of subjects.
- Add up the outdoor and flash features—and they make the "804" the most complete automatic you can buy.

THE "704": Convenience Plus Capability

Companion model to the "804," the INSTAMATIC 704 Camera offers the same ultra-fast f/2.8 lens, the same instant loading and pop-on flashcube, the same automatic daylight and flash exposure controls.

In addition, the "704" offers you a different choice of film advance and focusing:

- Rapid thumb-lever film advance instead of motor drive. A single stroke advances and positions the film automatically for your next shot.
- Rapid zone focusing instead of coupled rangefinder, with symbols in the viewfinder for "Close-up," "Group," and "Scene."

Let's examine these cameras with automatic dependability built in ▶

INSTAMATIC 704 & 804 CAMERA AIDS

KODAK INSTAMATIC Field Case, Model F. Fits INSTAMATIC 704 and 804 Cameras. Has drop-hinge back cover so INSTAMATIC 804 Camera can be wound, and film loaded or unloaded in either camera, without removing it from case. Tough, molded material is shockproof and moistureproof.

KODAK INSTAMATIC Compartment Case. Holds any INSTAMATIC Camera and up to six film cartridges or a combination of film, flashcubes, and filters. Durable simulated leather; cushioned top. With neck strap and shoulder pad.

KODAK Combination Lens Attachments, Series 5. Built-in adapter ring on both the 704 and 804 Cameras lets you use Series 5 KODAK Filters, and Series 5 KODAK PORTRA Lenses for extreme close-ups.

Every KODAK INSTAMATIC Camera provides instant film loading and unloading. You just drop the film cartridge in the camera and snap the camera shut. To unload, open the camera back and drop the film cartridge out.

All KODAK INSTAMATIC Cameras take Kodak No. 126 films in the cartridges. There are five Kodak films loaded in these cartridges: KODAK VERICHROME Pan Film (for black-and-white snapshots); KODACOLOR-X Film (for color snapshots); KODACHROME-X Film and KODAK EKTACHROME-X Film (both for color slides); and KODAK High-Speed EKTACHROME Film for color slides under difficult light conditions.

KODAK INSTAMATIC 704 Camera . . . . . Less than $105.00

KODAK INSTAMATIC 804 Camera . . . . . Less than $130.00

Prices subject to change without notice.

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